

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 100805Z DEC 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4134

UNCLAS TOKYO 18195

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: PROPOSED EXPORT TO JAPAN PROGRAM

REF: (A) TOKYO A-383, NOV. 22; (B) TOKYO A-381, NOV. 19

SUMMARY: THIS MESSAGE CONTAINS EMBASSY'S COST ESTIMATES FOR PRIORITY RESEARCH PROJECTS CONTAINED IN PROPOSED EXPORT TO JAPAN PROGRAM (REF. A). ACTION REQUESTED: THAT THE APPROPRIATE WASHINGTON AGENCIES CONSIDER THE PROPOSED RESEARCH PROJECTS AS SOON AS POSSIBLE AND ALLOCATE SUFFICIENT FUNDS TO INITIATE THESE STUDIES DURING THE CURRENT FISCAL YEAR AND CONTINUE NEXT FISCAL YEAR. END SUMMARY.

1. REF. A IS EMBASSY'S PROPOSED EXPORT TO JAPAN PROGRAM DEVELOPED AS CONSEQUENCE OF OUR CONCERN OVER CONTINUED DETERIORATION IN U.S.-JAPAN TRADE BALANCE AND STRONG BELIEF THAT OPPORTUNITIES FOR INCREASED TRADE WARRANT USG MAKING CONCERTED EFFORT TO EXPAND SALES TO JAPAN, TAKING NEW INITIATIVES AS APPROPRIATE. REF. B IS EMBASSY'S BEST PROSPECTS REPORT WITH ASSESSMENTS OF MARKET POTENTIAL NOR U.S. EXPORTS IN 16 INDUSTRIAL CATEGORIES. PRODUCTS TO BE PROMOTED BY SUGGESTED PROGRAM WOULD BE PRIMARILY FROM AMONG THE MORE PROMISING CATEGORIES REPORTED, AND CONSUMER GOODS AND SELECTED AGRICULTURAL PRODUCTS.

2. PRESSURE BROUGHT TO BEAR RECENTLY ON JAPAN BY THE EC HAS MADE JAPANESE GOVERNMENT AND BUSINESS MORE SENSITIVE TO THE NEED FOR A MORE OPEN IMPORT POLICY THAT SHOULD WORK TO OUR ADVANTAGE IN EXPANDING EXPORTS. THE EMBASSY HOPES, THEREFORE, THAT WASHINGTON WILL

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GIVE ATTENTION TO THE SUGGESTED PROGRAM AS SOON AS

POSSIBLE SO SOME OF THESE ACTIVITIES CAN BE IMPLEMENTED EARLY NEXT YEAR. RECOMMENDED RESEARCH PROJECTS SHOULD BE GIVEN EARLIEST CONSIDERATION, AS ANY PLANNED PROGRAM FOR WHICH RESEARCH IS REQUIRED WOULD BE HELD UP PENDING COMPLETION OF THE RESEARCH. FURTHERMORE, THESE STUDIES WOULD BE USEFUL TO USG AND US BUSINESS IRRESPECTIVE OF NEW TRADE EXPANSION PROGRAMS USG MIGHT DEVELOP.

3. FOLLOWING ARE EMBASSY'S COST ESTIMATES FOR RESEARCH PROJECTS RECOMMENDED REF A:

A. NTBS (SECTION 1, REF. A) - A RESEARCH CONSULTANT ESTIMATES THAT COST FOR SURVEY TO QUANTIFY INCREASES IN SALES THAT MIGHT RESULT FROM ELIMINATION OF SELECTED NTBS WOULD BE DOLS 15,000 FOR REPORT COVERING TEN PRODUCT VATEGORIES (E.G., CIGARETTES, AUTOMOBILES, SHOES, BEEF) ACTUAL COST WOULD DEPEND ON CATEGORIES SELECTED, AND NUMBER OF INTERVIEWS NEEDED TO OBTAIN MEANINGFUL DATA.

B. INDUSTRIAL PRODUCTS RESEARCH (SECTION 2) - EMBASSY UNDERSTANDS USDOC HAS SCHEDULED THIS RESEARCH PROJECT FOR EARLY NEXT YEAR AND ASSUMES BUDGET HAS BEEN ALLOCATED.

C. CONSUMER GOODS RESEARCH (SECTION 3) - EMBASSY DEVELOPING SUGGESTED SURVEY OUTLINE AND WILL FORWARD WASHINGTON SHORTLY. WE ESTIMATE SURVEY COST AT ABOUT DOLS 15,000&.

D. BRIEF MARKET STUDIES (SECTION 6) - EMBASSY HAS SENT USDOC REQUEST FOR DOLS 10,000 FOR NEW ANNUAL RESEARCH PROGRAM TO CONTRACT FOR SERIES OF MARKET BRIEFS FOR TARGETS OF OPPORTUNITY. (TOKYO 18115). THESE STUDIES WOULD FILL A NEED FOR INFORMATION ON PROMISING EXPORT PRODUCTS NOT INCLUDED IN EXISTING RESEARCH PROGRAMS.

4. THE EMBASSY RECOGNIZES THAT IT MAY BE DIFFICULT UNCLASSIFIED

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TO ALLOCATE THIS FY THE FUNDS REQUIRED TO DO ALL THE ABOVE RECOMMENDED STUDIES. IT IS HOPED, HOWEVER, THAT THE PLANNING FOR THESE STUDIES WOULD BEGIN SOONEST AND AT A MINIMUM FUNDS COULD BE BUDGETED THIS FY FOR PROJECTS (C) AND (D) ABOVE IN ADDITION TO (B), WHICH EMBASSY ASSUMES HAS BUDGET ALLOCATION. IN ADDITION, BUDGET REQUESTS SHOULD BE MADE FOR NEXT FISCAL YEAR FOR CONTINUATION OF MOST OF THESE

"TAILORED FOR JAPAN" PROPOSALS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO18195
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760456-0494
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761252/aaaabssn.tel
Line Count: 117
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 TOKYO A-383, 76 TOKYO A-381
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 04 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 JUN 2004 by hattaycs>; APPROVED <03 AUG 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED EXPORT TO JAPAN PROGRAM
TAGS: BEXP, JA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006